



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

**Contract #** **858996**

<b>Schedule Dates</b>	10/02/12-10/08/12	<b>Date Entered</b>	10/01/12
<b>Advertiser</b>	American Crossroads (33954)	<b>Last Modified</b>	10/01/12
<b>Agency/T-Code</b>	Crossroads Media LLC (2774)/055317791	<b>Entered By</b>	Penne Marsh
<b>Product</b>	Political - US President (1174)	<b>CO-OP</b>	No
<b>Brand</b>	Democrat (Anti) (177520)	<b>Headline #</b>	06355390
<b>Salesperson</b>	Blair, Cheryl (2205)	<b>Demo</b>	
<b>Sales Office</b>	TeleRep - Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	RAMSEY, NOELLE	<b>Package Deal</b>	
<b>Phone/Fax</b>	(202) 559-6428 /	<b>Commission %</b>	15.00
<b>CPE</b>	11/27/1065	<b>Commission</b>	\$1,373.25
<b>Account Types</b>	National/Political PAC - Agency	<b>Net Total</b>	\$7,781.75
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	AM CROSSROADS :30 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,		

<b>Norfolk (WVEC) (WVEC)</b>		
<b>By Broadcast Month</b>	<b>Spots</b>	<b>Rate</b>
Oct. 2012	15	\$9,155.00
<b>Grand Total:</b>	<b>15</b>	<b>\$9,155.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/05/12-10/05/12	4	:30	12:58P- 2P (ET)							1	1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/1/12	
2.0	Normal Line / SPOT	10/05/12-10/05/12	4	:30	12:02A- 1:06A (ET)							1	1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	JIMMY KIMMEL	10/1/12	
3.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	12:58P- 2P (ET)							1	1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/1/12	
4.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	12:02A- 1:06A (ET)							1	1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	JIMMY KIMMEL	10/1/12	
5.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	7:58A- 9A (ET)							1	1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/1/12	
6.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	5:58A- 8A (ET)							1	1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	NEWS	10/1/12	
7.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9A- 9:30A (ET)							1	1	\$375.00	\$375.00	Norfolk (WVEC) (WVEC)	WALL STREET JOURNAL	10/1/12	
8.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	12:58P- 2P (ET)							1	1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/1/12	
9.0	Normal Line / SPOT	10/04/12-10/04/12	4	:30	12:02A- 1:06A (ET)							1	1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	JIMMY KIMMEL	10/1/12	
10.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	12:58P- 2P (ET)							1	1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/1/12	
11.0	Normal Line / SPOT	10/02/12-10/02/12	4	:30	12:02A- 1:06A (ET)							1	1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	JIMMY KIMMEL	10/1/12	
12.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	12:58P- 2P (ET)							1	1	\$1,100.00	\$1,100.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/1/12	
13.0	Normal Line / SPOT	10/03/12-10/03/12	4	:30	12:02A- 1:06A (ET)							1	1	\$300.00	\$300.00	Norfolk (WVEC) (WVEC)	JIMMY KIMMEL	10/1/12	
14.0	Normal Line / SPOT	10/02/12-10/05/12	4	:30	4:30A- 4:59A (ET)		2		X	X	X	X	2	\$140.00	\$280.00	Norfolk (WVEC) (WVEC)	JIMMY KIMMEL	10/1/12	

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
WVEC Norfolk	10/1

I, Stephanie Maroney  
do hereby request station time concerning the following issue:

American Crossroads  
1401 New York Avenue Suite 1200  
Washington, DC 20005  
Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As Ordered			

Total Charges:	\$ 7,781.75 Net
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This broadcast time will be used by: American Crossroads

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER**

9/28/12 Steph May  
Date Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted  
Penny Marsh  
Signature

Accepted in Part  
Penny Marsh  
Printed Name

Rejected  
NSC  
Title